

**Types of Promotion**  
**Chapter 17.2**

Name \_\_\_\_\_

Period \_\_\_\_\_

1. What are sales promotions?

2. Sales Promotions can be either \_\_\_\_\_ to \_\_\_\_\_ or  
\_\_\_\_\_ to \_\_\_\_\_.

3. Business to business sales promotions are also  
called \_\_\_\_\_.  
Define: \_\_\_\_\_

4. Consumer Sales promotions are  
\_\_\_\_\_  
\_\_\_\_\_

5. Define the following types of Trade Promotions.

a. Slotting Allowances:

b. Buying allowances:

c. Trade shows & conventions:

d. Sales Incentives:

6. Define the following types of Consumer Promotions

a. Premiums:

b. Coupons:

c. Factory packs:

d. Traffic Builders:

e. Coupon Plans:

f. Product Samples

7. Businesses use \_\_\_\_\_ to promote products to create customer excitement and increase sales.

Characteristics of incentives are:

- a.
  - b.
  - c.
8. The arrangements between one or more retailers or manufacturers are called \_\_\_\_\_ or \_\_\_\_\_ - \_\_\_\_\_

Explain the concept of promotional tie-in....

9. Product Placement is defined as:

10. Visual Merchandising involves:

11. Loyalty Marketing Programs involve:
- a.
  - b.